

# Second Generation



THE FOURTH ANNUAL

# CONCERT *of* EXCELLENCE

FEATURING  
RÉMY X.O EXCELLENCE AWARDS

NOVEMBER 22, 2004  
JAZZ AT LINCOLN CENTER

## Benefit Committee Guidelines

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**Thank you for joining us, together we will make this year's Concert of Excellence a success!**

**Event Details**

Second Generation Presents

The Fourth Annual *Concert of Excellence*

November 22, 2004 at 7:30 pm

Frederick P. Rose Theater at Jazz at Lincoln Center in the Time Warner Center

33 W. 60<sup>th</sup> Street at Columbus Circle, New York City

**The Concert of Excellence is**

- a One-Night Only performance
- featuring Asian American artists performing production numbers from the best of Broadway, including *Bombay Dreams*, *Pacific Overtures*, and Second Generation's original musicals, *Making Tracks* and *The Wedding Banquet*
- honoring leading artists who have achieved a high level of artistic success in the performing arts.
- This annual benefit concert provides income for all of Second Generation's operations and programs.

**Featuring**

- Over 30 Broadway Stars
- The Children's Choir of Excellence
- Distinguished Honorees, including Pat Morita, a pioneer Asian American actor, and first Asian American nominated for an acting Oscar. Ralph Macchio, his co-star in *The Karate Kid*, will present the award to him.
- Past honorees include Academy Award winners Tan Dun, Mira Nair, and Shekhar Kapur, Lou Diamond Phillips, Jason Scott Lee, and Tony Award winners David Henry Hwang and B.D. Wong.

6:00 – 7:00 p.m. **Pre-Concert VIP Reception** – Invited guests include all honorees and celebrity presenters, all \$250 ticket holders, and corporate sponsor representatives. Benefit Committee members who sell \$1500+ of tickets will earn a pass to the reception.  
Location: Jazz at Lincoln Center Atrium, which overlooks Central Park

7:30 p.m. – 10:00 p.m. **Concert of Excellence**  
Location: Frederick P. Rose Theater at Jazz at Lincoln Center in the new Time Warner Center, Columbus Circle

10:00 p.m. 11:00 p.m. **Post-Concert Reception** – Invited guests include all honorees and celebrity presenters, all \$250 ticket purchasers, all corporate sponsors, and select Benefit Committee members and their friends (see page 7 for details). Post-Reception Details subject to final verification  
Location: Jazz at Lincoln Center Atrium, which overlooks Central Park

## **About the Artistic Team**

### **Musical Director: Jason Robert Brown**

Jason Robert Brown has been hailed as "one of Broadway's smartest and most sophisticated songwriters since Stephen Sondheim" (Philadelphia Inquirer), and his "extraordinary, jubilant theater music" (Chicago Tribune) has been heard all over the world, whether in one of the hundreds of productions of his musicals every year or in his own incendiary live performances. Jason is the composer and lyricist of the musical, *The Last Five Years*, which was cited as one of Time Magazine's 10 Best of 2001 and won Drama Desk Awards for Best Music and Best Lyrics. Jason won a 1999 Tony Award for his score to *Parade*, a musical written with Alfred Uhry and directed by Harold Prince, which won both the Drama Desk and New York Drama Critics' Circle Awards for Best New Musical. Jason's first musical, *Songs for a New World*, directed by Daisy Prince, played Off-Broadway at the WPA Theatre in 1995, and has since been seen in more than two hundred productions around the world. Both shows were recorded for RCA Victor. Jason is the winner of the 2002 Kleban Award for Outstanding Lyrics and the 1996 Gilman & Gonzalez-Falla Foundation Award for Musical Theatre. Jason's songs, including the cabaret standard *Stars and the Moon*, have been performed and recorded by Audra McDonald, Betty Buckley, Karen Akers, Renée Fleming, Philip Quast, Jon Hendricks and many others. Jason conducted the Second Generation concert *Hello Broadway* in Honolulu in 2002, music directed the *Concert of Excellence* in 2003, has contributed songs to every *Concert of Excellence*, and music directed readings of *The Wedding Banquet* in 2004.

### **Second Generation Founder and Artistic Director: Welly Yang**

In 1997, Welly founded Second Generation to bring Asian American stories to the national and international stages. He conceived and co-wrote the company's two musicals: *Making Tracks* and *The Wedding Banquet*, and is the creative force behind the company's annual *Concert of Excellence*. As an actor and singer, Welly's credits include leading performances throughout the world, including *Miss Saigon* (Broadway), Peter Sellers/John Adams' *Ceiling/Sky* (Lincoln Center, Europe), Cole Porter's *Aladdin, Falsettoland*. Television: Host on Metro TV, recurring roles on NBC's *Law and Order, L&O Special Victims Unit*, PBS's *Ghostwriter*. Film credits include *Popcorn Shrimp, The Cut Runs Deep*. Welly has been a guest soloist of the New York Philharmonic, National Symphony Orchestra of Taiwan, and the Taipei Philharmonic. As a recording artist, he has recorded with Nonesuch Records and Sony Music Taiwan.

More information can be found on <[www.2g.org](http://www.2g.org)>

## **Second Generation Benefit Committee**

### **Privileges and Responsibilities**

***The Jazz at Lincoln Center Theater seats approximately 1050  
We need your help to fill these seats!***

#### **Benefit Committee Members' Privileges**

- Support Second Generation—a world-class non-profit theater company—and help us bring Asian American theater to a larger and more diverse audience;
- Meet renowned Asian American artists like last year's honorees, Lou Diamond Phillips, B.D. Wong, Bai Ling, and Jadin Wong;
- Network with other prominent leaders in the Asian American community;
- Become an integral part of New York's Broadway theater community and get to know the more than 30 Broadway performers who will be a part of this year's Concert of Excellence;
- Support one of the premier events in the Asian American community!

#### **Benefit Committee Members' Responsibilities**

- As an official "ambassador" for Second Generation's Concert of Excellence, you will promote the Concert to your personal and professional networks;
- Speak knowledgeably and passionately about the event;
- Commit to selling a minimum number of tickets for the event; and
- Finally... have a wonderful time at the concert!

## SECOND GENERATION BENEFIT COMMITTEE Ticket Sales Guidelines

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Below are some guidelines that will help you in extending an invitation to your family, friends, and colleagues.

- **Tickets will be available for sale** online on the 2g website ([www.coe.2g.org](http://www.coe.2g.org)), by mail, and by phone, starting September 9, 2004. Patrons may pay by credit card via the ticketing website. Orders paid by check must be mailed directly to the 2g office. We highly recommend submitting all ticket orders through our website ([www.coe.2g.org](http://www.coe.2g.org)). Invitations will also be mailed in early October.
- **Tax deductibility** - Tickets are tax deductible for the full amount of the face value less \$50 (e.g., for a \$100 ticket, you may claim a tax deduction of \$50).
- **Contributions** are encouraged and always welcome. All contributions are always tax deductible. Contributions can be made to "Second Generation" and sent to Second Generation, 100 Lafayette Street, Suite 800, New York, NY 10013.
- **Proceeds** will benefit Second Generation, a non-profit 501(c)(3) theater company dedicated to bringing Asian American stories to the world's stage. By attending the concert, you will be supporting ongoing excellence in the arts, and generating the proceeds to fund Second Generation's general operations and programs.
- **Ticket prices** are as follows:
  - \$250 VIP – Center orchestra and Mezzanine Boxes  
(Includes an all-access pass to Pre-show VIP reception and post-show reception at The Atrium at Jazz @Lincoln Center)
  - \$100 – Back Orchestra, and Rear Mezzanine
- There is a **handling fee** of \$3.50 per every order, whether the order is by telephone, mail, or online. Tickets will be mailed in early November. If you do not receive your order within 2 weeks of the event (November 8<sup>th</sup>), please contact Second Generation's offices.
- Tickets will NOT be sold at Lincoln Center or the theater in the Time Warner Center. This year we will also not be having WILL CALL tickets that are picked up on the day of the event. Late ticket orders must be picked up at the Second Generation office.
- The **goal** is for each Benefit Committee member to sell \$1,200+ of tickets. If the Benefit Committee member meets this goal, he or she will receive one complimentary \$100 ticket. She could, for example, sell:
  - 5 \$250 tickets or 12 \$100 tickets
  - All Benefit Committee Members who sell \$1500+ will be invited to attend the VIP pre-concert reception, in addition to the post-concert reception. Admittance is one per \$1500 of ticket sales.

- **Post-Performance Reception** – Holders of full priced \$100 and \$250 tickets purchased through a Benefit Committee member will be invited to the post-Concert reception. There will be a limited number of post-concert reception tickets available through benefit committee members only. While supplies last.
- **Discounts** - We will be offering group discounts for parties of 10 or more. To receive the discount, you must purchase all 10 tickets in one transaction, with one payee. Group discounts are only available for the \$100 tickets only. Group discounts are 10% when purchasing 10 or more tickets. Discounts are not combinable with any other offers. For more information on group discounts, please call our office and speak with Jing He, Associate Producer, 212.334.4777.
- **Sparkling New Theater** – The Jazz @ Lincoln Center complex opens on October 18, 2004, one month before the Concert of Excellence. This 100,000-square foot performance, education, and broadcast facility is Rafael Vinoly's dazzling contribution to New York's elite architectural spaces. It is the world's first performing arts facility designed specifically for jazz, and to allow new forms of interaction between the audience and musicians, designed in consultation with Jazz @Lincoln Center's Artistic Director Wynton Marsalis. Frederick P. Rose Hall is the cultural centerpiece of The Time Warner Center.
- Benefit Committee Members will be provided with weekly updates on their progress, and notice of special promotional offers. You will receive regular updates as orders are processed for ticket purchases.

## **IMPORTANT CONTACT INFORMATION:**

Second Generation  
 100 Lafayette Street, Suite 800  
 New York, NY 10013  
 (212) 334-4777  
 fax (831) 597-4099  
[www.2g.org](http://www.2g.org)

Grace C. Lee, General Manager, [grace@2g.org](mailto:grace@2g.org)

Arlene Yang, Benefit Committee Coordinator/Development Director, [arlene@2g.org](mailto:arlene@2g.org)

Jing He, Associate Producer, [jing@2g.org](mailto:jing@2g.org)  
 (Ticketing, In-kind sponsorships, VIP Hospitality)

### **Other Second Generation Staff**

Welly Yang, Founder and Artistic Director  
 Chris L. Tang, Marketing Manager  
 Peter Chin, Production Manager  
 Andrew Kato, Creative Producer, Concert of Excellence  
 David Albulario, Children's Choir Director, Concert of Excellence  
 Chris Yahng, Children's Choir Coordinator, Concert of Excellence

## **Second Generation Frequently Asked Questions About The Concert of Excellence**

### **What is Second Generation?**

Second Generation ("2g") is a New York-based non-profit theater company dedicated to bringing Asian American stories to the world stage. Since its creation in 1997 by its Founder and Artistic Director Welly Yang, this critically acclaimed organization has cultivated a community of over 400 artists and reached out to audiences of over 130,000 throughout the United States and Asia. Second Generation's works are inspired by the belief that the arts have a profound ability to touch people, and that we have the responsibility to use that power to affect social and artistic progress, and contribute to the cultural landscape of America. Second Generation is a 501(c)(3) tax exempt organization. By attending the concert, you will be supporting ongoing excellence in the arts, and generating the proceeds to fund Second Generation's general operations, and programs.

Now in its seventh year, Second Generation has accomplished tremendous organizational and artistic growth in the past few years; it is through the dedication of our volunteers and supporters that we have come this far—just think how much further we will go with the support you continue to bring in.

### **What recognition has Second Generation received?**

Second Generation and Welly Yang have been recognized by many artistic and community organizations for their contributions to America's cultural life. These include a commendation from the National Arts Club (1997), *A. Magazine's* "Hottest Entrepreneurs Under 30" (1998), the Organization of Chinese Americans' Cultural Award (2001), and CBS Television's "Fulfilling the Dream" Award (2000), in recognition of those who have furthered the legacy of Dr. Martin Luther King, Jr. Second Generation also has been honored to receive grants from organizations including the National Endowment for the Arts (2004), the New York City Department of Cultural Affairs (2002-2004), and the Theatre Communications Group's New Generations Program, funded by the Doris Duke Charitable Foundation and The Andrew W. Mellon Foundation (2004-2006).

### **What are some of Second Generation's works?**

Second Generation's productions range from full-stage musicals like the groundbreaking musical *Making Tracks*, which will tour New York City and San Jose in 2005, and the musical version of *The Wedding Banquet* (based on Ang Lee's Academy Award-Nominated film), which toured Asia and Seattle in 2003, as well as more intimate events, including *In the Works*, a free reading series featuring new works by aspiring playwrights. Second Generation also serves the community through its children's choir initiative, a free program providing musical training and a performance opportunity to youths each year. In 2003, in conjunction with Project 400, Second Generation successfully developed *The Karaoke Show* at a New York City nightclub.

This past year, we have been making plans for our largest self-produced production ever of *Making Tracks* at the Time Warner Center (April 27, 2005 to April 30, 2005) and a production at the San Jose Repertory Theatre in California from March 25, 2005 to April 17, 2005.

## **Where has Second Generation performed?**

Second Generation is based in New York City, the cultural capital of the world. We also regularly perform for audiences across the United States and Asia. In 2003, Second Generation brought *The Wedding Banquet: The Musical*, directed by Tony-nominated and three-time winner of the Outer Critics Award John Tillinger, to Seattle's Village Theatre after completing a successful tour in Taiwan and Singapore. Our annual *Concert of Excellence* has sold out some of New York's most famous theaters: the New York State Theater (2003), Carnegie Hall (2002), and Alice Tully Hall (2001).

## **What makes Second Generation different from other Asian American theater companies?**

Second Generation is known for its cadre of accomplished artists and the quality of its productions. It is the only Asian American theater company with a primary focus on developing original musical theater. With the mission of bringing its works to as wide an audience as possible, Second Generation partners with mainstream theatrical institutions, like the esteemed Ensemble Studio Theater and San Jose Repertory Theatre, theatrical powerhouse Columbia Artists Theatricals and Broadway producers such as Leonard Soloway. In fact, Second Generation is the only Asian American theater company to tour regularly both nationally and internationally, each time to audiences that number in the twenties of thousands.

Some of the artists that have been a part of Second Generation's productions include Broadway stars such as Lea Salonga (who appears on the *Making Tracks* soundtrack CD), Tia Carrere, Jose Llana (*Flower Drum Song*, *Rent*), Deedee Lynn Magno (from the *Mickey Mouse Club* and *Miss Saigon*), Joan Almedilla (*Miss Saigon* and *Les Miserables*) and other established stars from the stage and screen. While many of these artists have received great recognition for their artistic excellence, roles for Asian Americans are far and few in between, even for the world's most talented artists. With your support, Second Generation is hoping to change the face of American theater.

## **What is the Concert of Excellence?**

The Concert of Excellence is an annual star-studded gala performance celebrating excellence in the performing arts. Proceeds from the concert support roughly ninety percent of Second Generation budget for its operations, productions, and programs.

This year's concert will be held at the brand new Jazz at Lincoln Center's Rose Theater in the Time Warner Center, dramatically situated at Columbus Circle with sweeping views of Central Park and the Manhattan skyline. The concert will feature music, theater and dance highlights from Broadway's current and past hits, as well as production numbers featuring *Making Tracks* and *The Wedding Banquet: The Musical*. The evening's festivities will include a cast of over thirty acclaimed Broadway performers -- who have starred in productions such as *Flower Drum Song*, *Rent*, *Cats*, *Miss Saigon*, and *Les Miserables* -- with awards presentations by stars from both the stage and screen.

The concert will culminate in the presentation of the Rémy X.O Excellence Award to a few of the world's most talented artists for their achievements in the performing arts and contributions to the Asian American community.

Past honorees include:

- ❑ Tony Award winner B.D. Wong (upcoming *Pacific Overtures*, *M. Butterfly*, *Law & Order SVU*, *Oz*)
- ❑ Golden Globe-nominated actor Lou Diamond Phillips (*La Bamba*, *Courage Under Fire*, *Stand and Deliver*)
- ❑ acclaimed actor Bai Ling (*Red Corner*, *Anna & the King*), legendary dancer and talent manager Jadin Wong (Forbidden City nightclub)
- ❑ the Oscar-winning composer Tan Dun (*Crouching Tiger, Hidden Dragon*)
- ❑ Tony-award winner David Henry Hwang (*M. Butterfly*, *Flower Drum Song*)
- ❑ Mira Nair (*Vanity Fair*, *Monsoon Wedding*)
- ❑ Hollywood leading man Jason Scott Lee (*Dragon: The Bruce Lee Story*, *Lilo & Stitch*), and;
- ❑ Golden Globe-nominated director Shekhar Kapur (*Elizabeth*).

This year's first announced honoree is Academy Award nominated actor Pat Morita (*The Karate Kid*, *Happy Days*). Pat Morita is the first Asian American actor nominated in 1985 for an Academy Award for his role in *The Karate Kid*.

Additional nominees will be revealed shortly. For updates please check Second Generation's website at [www.2g.org](http://www.2g.org).

### **When and where is the Concert of Excellence and how much are tickets?**

This year the Concert of Excellence will be held at Jazz at Lincoln Center's Rose Theater in the Time Warner Center on Monday, November 22, 2004 at 7:30 PM. Ticket prices are \$100, and \$250.

### **What are the differences between the various ticket prices?**

The \$250 tickets are orchestra level seats and include the pre-show VIP reception and post-concert reception hosted by Rémy Martin. Some of the \$100 tickets are also in the orchestra but are to the back and do not include the VIP reception.

### **How much of the ticket price is tax deductible?**

The purchased ticket price less \$50 will be tax deductible to the full extent permitted by law. (IRS guidelines only allow an individual to deduct the price of the ticket minus the actual value of the event.)

### **What are some of the reasons for buying a ticket to the Concert of Excellence?**

Besides seeing some of the best and brightest Asian American stars, meeting old and new friends and having a great night, supporting the *Concert of Excellence* will help further Second Generation's goal of providing a cultural voice in our community through:

- Creating contemporary, world-class theater that reaches across cultural, generational and racial boundaries;
- Sharing stories of the Asian American experience with the widest possible audience through popular theater forms, such as the American musical, and performances on New York, national and international stages;
- Motivating audiences through the use of positive role models and inspirational images;

- Reaching out to traditionally underserved audiences through school programs and community outreach; and
- Cultivating a vibrant community of writers, actors, musicians, directors and producers of the highest professional standards.

### **What is the dress code for the Concert of Excellence?**

Dress code will be black tie optional. Bring out those evening gowns and tuxedos!

### **What are some tips on selling tickets?**

Some of our most successful benefit committee members offer the following tips:

- Buy a block of tickets and then sell them to your friends. This guarantees that you will all sit together, and it takes care of the logistics.
- Send out emails and/or evites to your close friends and associates and gather a group of friends together.
- Hit up your friends, family, colleagues, business associates, clients. Cajoling or coercion have been cited by some as worthwhile techniques.

### **How can children join the Choir of Excellence?**

This year's Children's Ensemble of Excellence will be smaller and have more opportunity to work closely with the creative staff of the Concert of Excellence.

Auditions will be held for the 15-member Children's Ensemble on September 18 and September 19. For more information, contact Chris Yahng, Phone: 917-749-3915, Email: [chris@2g.org](mailto:chris@2g.org).

Thank you for your support! We look forward to working with you this year to make this year's Concert of Excellence our best benefit yet! We will see you at Jazz at Lincoln Center on November 22.

### **Why join the Benefit Committee?**

The Benefit Committee members are some of Second Generation's most committed supporters, who use their time to support our organization. The members are the ones responsible for spreading word about the benefit event and the organization. Therefore, when the thunderous applause from the delighted audience rings in your ears on the evening of November 22, 2004, know that part of that applause is for you, and for your generous time and dedication!

We at Second Generation heartily thank you in advance, because we know it couldn't happen without you!